

Social Media Volunteer

Department	Emergency Services - WA (Western Australia)
Availability	Approx 3-4 hours per week
Location	East Perth and remote
Category	Contributing to our operational work

Building an inclusive, diverse, and active humanitarian movement based on voluntary service

Role purpose

The WA Emergency Services branch of the Australian Red Cross works to reduce the impact and consequences of emergencies to the WA community. Communications are central to the effectiveness of the branch's work with the branch maintaining its own social media presence and contributing content to the broader Western Australians Red Cross social media. Requiring someone who is a self-starter, with a sense of humour and an eye towards our key audiences, this role works closely with the Emergency Services team of staff and volunteers to plan and develop social media content and build our social media presence.

Role responsibilities

(Delete help text before publishing: To describe a responsibility, think about the outcome of the work, the responsibility involved and how they will be working with others. Below are examples only. Recommend no more than a list of 10 responsibilities.)

- Work with the Emergency Services Team to establish a 12-month social media plan which reflects our key audiences and the emergency services work and conditions experienced throughout the year in Western Australia.
- Work with the Emergency Services Team to develop social media content.
- Assist in the scoping of new and innovative social media and communications tools and approaches that can improve our audience reach.

Knowledge, skills, and experience

- Must be experienced working with Facebook and Instagram
- Social Media short video making and editing experience is desirable
- Experience in writing copy for different channels is desirable
- Creativity and a good sense of fun.
- Enjoys working with people
- At ease working independently or as part of a team

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- Ability to understand emergency environments and transition communications from business as usual into an emergency environment.
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Check requirements

(Delete help text before publishing: describe mandatory checks required for the role. Include specific checks required to meet contractual / funding obligations such as police check renewal periods)

- A National Criminal History Check prior to commencement and renewed every five years (Red Cross will arrange this)
 - Working with Children's Check
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Learning and development

(Delete help text before publishing: describe learning and development required for the role)

- Complete Psychological First Aid training– refresh every 3 years
 - Complete Red Cross online learning modules as required
 - Attend Red Cross Volunteer Induction, Program Training and ongoing training as required
 - Complete Communicating in Recovery training (2 days)
 - Attend scheduled volunteer meetings, a minimum of two per year
 - Participate in Indigenous Cultural Competency Training
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General conditions

(Delete help text before publishing: These are organisational requirements and not to be edited)

We act always in accordance with the Australian Red Cross Code of Conduct and Child Protection Code of Conduct

We are a Child Safe organisation, and all volunteers are required to comply with relevant State and Territory legislation requirements

We comply with the Red Cross Workplace Health and Safety management system

We demonstrate skill, knowledge, and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way

We may be required to assist the organisation on occasion, in times of national, state, or local emergencies or major disasters

In all activities, our volunteers are guided by the Fundamental Principles of the Red Cross and Red Crescent Movement

Humanity

Impartiality

Neutrality

Independence

Voluntary Service

Unity

Universality
